

# Sara Solorzano

SENIOR PRODUCT DESIGNER

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sarasolo.me

## PROFILE

Senior Product Designer with 10+ years leading complex, revenue-generating products across healthcare, fintech, and large-scale consumer platforms. Specialized in 0-to-1 launches, scalable design systems, and marketplace ecosystems — delivering polished, intuitive UI that drives measurable business impact.

## COMPETENCIES

**Design** Product Design · UX Strategy · Visual Design · Design Systems · Prototyping · Wireframing · Interaction Design  
**Process** User Research · Usability Testing · Stakeholder Alignment · Agile & Scrum · Cross-functional Collaboration

## EXPERIENCE

**PrizePicks** Mar 2024 – Present

### Senior Product Designer

Senior Product Designer across two product teams — Checkout (entry-building) and Sweat (live tracking) — shipping consumer-facing features for millions of daily active users on iOS and Android.

- Designed Stacks, a first-of-its-kind same-player lineup feature that trended on X at launch, drove \$13.4M in GGR, and was adopted by 32% of users within weeks — prompting competitors to ship their own versions.
- Designed Early Payout, a live lineup settlement feature that paid out \$58.3M in 90 days, with 92.2% recirculation back into play and a ~60% same-session re-entry rate.
- Designed Live Lineups, a real-time tracking experience that drove a 235% increase in in-app time during games and 10x more lineup sharing.

**LinkedIn** Feb 2022 – Mar 2024

### Product Designer

Led design across Services and Products experiences for buyers, companies, and solopreneurs on LinkedIn Pages. Collaborated with teams across Premium, Profile, and Messenger.

- Increased Company Page messaging by 8.5% by implementing member-facing response time indicators.
- Designed Pages Premium features: custom CTAs, admin spotlights, and storefront enhancements.
- Shipped Services Premium solutions to route more buyer requests to service providers.

**Hillrom** Dec 2019 – Feb 2022

### Senior UX Designer

Led design across a zero-to-one mobile app and a company-wide design system for clinical and patient-facing products.

- Spearheaded Hillrom's design system to unify user experience across multiple healthcare platforms.
- Led design of Voalte Family, a HIPAA-compliant app enabling clinicians to update patient families via text, photos, and video.

**AssistRX** Apr 2018 – Dec 2019

### Senior UI/UX Designer · UI/UX Designer

- Designed digital healthcare solutions improving workflows for clinicians and patients.
- Conducted user research and usability testing to ensure patient- and clinician-centered UX.

**Viewpost** Aug 2012 – Apr 2016

### UI/UX Designer

- Built fintech workflow tools for small business payments and invoice management.
- Contributed to a visual design system scaled across multiple products and teams.

## EDUCATION

**Nielsen Norman Group UX Certificate** 2022

**Valencia College A.S. Interactive Design** 2012